

**REQUEST FOR PROPOSALS
FOR ADVERTISING/MARKETING SERVICES**

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting proposals for Advertising/Marketing Services for the Santa Rosa Tourist Development Council.

All proposals shall be considered in accordance with the Florida Competitive Consultant Negotiations Act.

All proposals must be in writing and delivered by hand, Fed Ex, or mail to the Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, Florida 32570, and must be received by 10:00 a.m., March 30, 2004.

Specifications may be secured from Santa Rosa County Website (www.co.santa-rosa.fl.us) or at the Santa Rosa County Procurement Department at the above address. Telephone (850) 983-1833.

Only proposals received by the aforesaid time and date will be considered. Proposals received after the time set for the proposal opening will be rejected and returned unopened to the submitter. All proposals shall be sealed and clearly labeled, “**RFP-Advertising/ Marketing Services.**” Please provide twelve (12) copies of the proposal.

Questions concerning this request may be directed to Ms. Kathy Newby, at (850) 939-3267.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part and to waive all informalities.

Santa Rosa County does not discriminate on the basis of race, color, national origin, sex, religion, age, or handicapped status in employment or provision of service.

By order of the Board of County Commissioners of Santa Rosa County, Florida.

Legal Notice

One Issue – February 28, 2004 – Press Gazette, March 4, 2004 Navarre Press

Bill and Proof to Santa Rosa County Procurement Department, Attention: Orrin L. Smith, 6495 Caroline Street, Suite G, Milton, Florida 32570

February 28, 2004

MEMORANDUM

TO: COMPANY ADDRESSED

FROM: SANTA ROSA COUNTY PROCUREMENT DEPARTMENT

SUBJECT: ADVERTISING/MARKETING SERVICES

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Minimum Specifications
ADVERTISING/MARKETING SERVICES

INTRODUCTION:

The Santa Rosa County Tourist Development Council (SRCTDC) Request for Proposal (RFP) is twofold:

- I. We are interested in hiring an advertising agency to handle public relations and advertising.
- II. We are also interested in an agency to design and print a trails brochure, hopefully with a depth of experience that would include mapping water, hiking, biking, and equestrian trails. (We will have assistance from Nature Conservancy, MPO/BPO serving Escambia, Santa Rosa, and Okaloosa counties.)

SCOPE OF SERVICES FOR SRCTDC:

I. Advertising Agency / PR Firm

- Participate in the development of annual and long range marketing plans, including implementation of the newly developed brand and assistance in positioning that brand with our 2 major destinations of Navarre Beach and Blackwater River State Forest.
- Product development, creative advertising strategies, and recommendation of media mix. (Receiving all advertising sales calls and making recommendations.)
- Design and production of print, outdoor, broadcast and all collateral materials.
- Research and develop special promotions to stimulate tourism industry sales directed at consumer, trade, sports, and international marketing; including creating co-operative advertising opportunities between the SRCTDC and its private sector industry partners, as applies.
- Public Relations, to include development of a public relations annual plan and regular monthly reports on activity.

(Adjustments may be made to the above list, due to budget and time constraints.)

II. Trails Brochure

- Budget is \$5,000 for hiking, biking, water, and equestrian trails brochure; which is derived from a matching grant from FLAUSA.
- Project must be completed prior to June 1, 2004; is a multi-county brochure featuring Santa Rosa County and encompassing Okaloosa, and Escambia counties.
- Experience developing maps and creative attention to detail a must; please provide work samples.

INSTRUCTIONS:

Please answer the following:

1. Indicate which of the following your firm is interested in:
 - Advertising Agency/PR Firm
 - Trails Brochure
 - Both
2. When was your agency established?
3. Explain your agency's status: fully independent branch office, subsidiary, member of affiliate network, etc. If you are a subsidiary, list the parent company and your relationship.
4. If you have more than one office, which office would serve the account?
5. Who in the Agency will manage, have prime responsibilities and final authority on the SRCTDC account?
6. Indicate the total number of full-time staff, by department. (Do not include consultant, freelance, part-time or contract service staff.)
7. What are your "in-house" capabilities for art production, copy production and media planning and buying?
8. What is your major emphasis? (Are your major strengths in PR, media buying, art/creative)
9. How does your firm use research in the development of the brand and for creative campaigns?
10. How do you charge for your services?
 - Briefly describe your standard billing policies
 - Would you prefer a net, flat fee or per project arrangement, and if so, how do you compute the fee for each?
 - Also see scope of services in RFP, and price accordingly.

Provide:

- A brief business background and experience summary of each of your key officers and department heads.
- A list of current clients.
- A list of clients lost or added in the last 3 years?
- A list of accounts you are currently handling which may be perceived as a conflict of interest to the SRCTDC.
- A history of experience directly related to tourism marketing.